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AUTHOR Kaplan, Dorothy J.
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ABSTRACT

This document is a short guide to developing and marketing a customized job training course for business and industry. Aimed at administrators/teachers in colleges or universities, the plan covers three main topics: marketing, program design and operation, and on-campus presentations. The marketing section explains how to create a marketing campaign, including making a list of potential contacts, writing letters, making telephone calls, and meeting with potential clients. Information covered in the program design and operation section includes identifying and contacting potential instructors, designing the program, submitting the proposal to a company, and arranging and conducting the program. The on-campus presentations section contains pointers for attracting various groups and maintaining good personal relations within the college. Samples are provided of a contact letter and a course organization checklist. Information on continuing education requirements for various professions is also provided. (KC)

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CUSTOMIZED JOB TRAINING FOR BUSINESS AND INDUSTRY: A HOW-TO APPROACH

Dorothy J. Kaplan
Northampton County Area Community College
Bethlehem, PA

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The Center for Business and Industry at Northampton County Area Community College provides tailored training programs to local business and industry. These can be delivered on campus or in the company's facility and in the company's choice of time period. Each is developed for that particular company's needs.

MARKETING

Successful programs are your best marketing tool.

It is important to develop networking opportunities by having contact with organizations of business people such as

ASTD
ASPA
C of C
Rotary
Le Gals (Legal secretaries)

It is not necessary for you to join each organization. Other College personnel can belong and if they know what you can do, they can refer to you. It is important that they are aware of what your area provides so that they are not suspicious and "buy in".

Become part of a speakers bureau and make presentations to local organizations when possible. They will become familiar with your availability to deliver programs and will call you when a need arises. It is also an opportunity to meet local business people and increase your networking.

You must have top level support and committment. Very often, it is your top leadership who interact with local business people and they can be your best "salespeople". Our President has been extremely supportive from the onset of this program and has hosted small breakfasts or luncheons - no more than five or six people including the top level President or CEO of a local company - at which time an overview of the College, including its economic impact on the community, is presented in an audio/visual presentation and an opportunity always arises to mention the availability of tailored training.

In planning your overall marketing campaign, make a master list of companies to contact.

We'll talk about different kinds of contacts but it is important to remember that you must have a specific objective for every contact -

...you want them to call you
...you want them to make an appointment
...you want them to mail a card
...you want them to schedule a program
...you want them to schedule a followup meeting

Center for Skills Development
3835 Green Pond Road
Bethlehem, Pennsylvania 18017
Telephone 215-865-5351

Northampton County Area Community College

Dear Personnel Director:

The Centers for Development at Northampton County Area Community College can save you money. How?

> ...by providing-at extremely competitive costs-quality tailored training to meet your specific needs

At your convenience, I would be happy to meet with you to review what we have to offer; I can promise that it will be an extremely worthwhile ten minutes of your time!

Please call 861-5466 or send in the form below to arrange an appointment. Find out what Ingersoll Rand, Lehigh University, First Valley Bank, Binney and Smith, Buckeye Pipe, and many other companies have already found beneficial.

Sincerely,

Dorothy J. Kaplan
Director

Please call to set up a ten minute appointment to discuss your custom training

Name_____

Title_____

Company_____

Phone_____

1) Letter to industry

A copy of what I call "10 Minutes of Your Time" letter is attached. It is an example of a letter that can be used and brought me a very positive response. It is beneficial to send such a letter as a blanket before you start your cold calls as it will alert companies to your existence and so act as a bit of an introduction and will also serve to catch the company that is currently considering a program that you may not get to until after they have made their arrangements with a competitor.

As an informal indication, you can assume:

Send 60 letters
- 4 responses
- 4 presentations
- 1 SALE

2) You want to select your companies for Cold Calls in a priority order, probably starting with the ones that you feel would give you the best chance of success.

Every call should consist of:
An introduction
Your purpose for calling
Keep in mind that your goal is to make an appointment.

As an informal indication, you can assume:

Make 20 calls in 1 hour
- 16 leave message
- 8 call back - 1 appointment
- 3 not interested
- 1 APPOINTMENT

3) You should have an agenda for your appointment. This can be a professional audio/visual presentation but I prefer a three ring binder which can be easily set up on a desk or conference table. There are such books available with easel backs. Your presentation can then be professionally lettered. You would not want to print out your entire presentation - just brief comments that keep you on track and emphasize the points you are making.

You would leave whatever promotional material you have developed (I actually leave a folder which contains a copy of the actual pages in my presentation book) and a business card.

It is important that you always leave with their need or followup request. You would then send a thank you note which would include your answer to their need

or the followup material you promised.

As an informal indication, you can assume:

Make 15 presentations

3 proposals (average 6 months)
1 sale
10 "friends"
2 not interested

As you develop your marketing plans and contacts, you should always keep in mind the " 4 P's of Marketing" as detailed on the following page.

PROGRAM DESIGN AND OPERATION

1) Identify instructor
A good cadre of consultants are vital to your success.

2) Set up a meeting with the consultant and the company.

3) Design the tailored program

4) Submit the proposal/contract letter to company

5) The company accepts or rejects
There is no cost if they reject unless there are extenuating circumstances and you have stated this fact in writing to the company prior to submitting the proposal.

6) Upon acceptance
   1. Confirm the consultant verbally and in writing
   2. Generate College procedures
      I have found it helpful to use what I call a "Job Jacket" as a checklist to ensure that all details are covered when putting together a program. This is actually a large envelope that is closed on three sides and acts as a file folder into which I put all relevant correspondence and material concerning a particular program. On the front of the envelope is printed a checklist which I have developed for my use. A copy of this checklist is attached.
   3. Prepare course materials - handouts, text, av, etc.
   4. Arrange hospitality, if applicable
   5. Conduct the program
   6. Evaluation
      We use a form to be filled out by every participant; we keep in contact with the company to assess their satisfaction, and we assess the consultant through

4 P's of MARKETING

PRODUCT

1) Know the services you are offering
2) Know your potential audience
3) Know your competition
4) Know your comparative advantages
   What makes you special?

PRICE

1) Analyze your costs
   Know what you need to gross to meet your goals
2) Know your competition's fee

PACKAGE

1) Present the proposal in an attractive form
2) Always be professional in content, appearance, and information
3) Hand deliver, when possible
4) Have business cards

PROMOTION

1) Have a specific objective for every contact
   Do you want them to call you, mail a card, make an appointment?
2) Send a thank you letter after the appointment
3) Use testimonials and references whenever possible
4) Accept speaking engagements whever possible
5) Join "contact" organizations whever possible
6) Be sure your colleagues know of your availability - they can "sell" you informatlly when the opportunity presents itself
7) Place news releases in papers when appropriate
8) Think of feature newspaper stories when appropriate

Dottie Kaplan, Director
Center for Business and Industry
Northampton County Area Community College
3835 Green Pond Road
Bethlehem, PA 18017
(215) 861-5468

BUSINESS/INDUSTRY COURSE

COMPANY _____ PROGRAM _____

CONTACT: _____ CRN _____

NAME _____ DATES & TIMES _____

ADDRESS _____ LOCATION _____

PHONE _____ INSTRUCTOR _____

__ 1. OPEN COURSE

CA _____ MEMO _____

CD _____ EB _____

__ 2. CONFIRMATION LETTER TO COMPANY

__ 3. CONTRACT LETTER TO INSTRUCTOR

__ 4. ORDER BOOKS AND SPECIAL MATERIAL

__ 5. BOOK TO INSTRUCTOR

__ 6. REGISTRATION FORMS AND EVALUATIONS TO INSTRUCTOR

__ 7. REGISTRATION FORMS IN COUNT TO DJK

__ 8. GRADE SHEETS RETURNED TO RECORDS

__ 9. LIST OF PARTICIPANTS IN FILE

__ 10. REGISTRATIONS TO RECORDS

__ 11. CERTIFICATES COMPLETED

__ 12. CERTIFICATES TO INSTRUCTOR OR COMPANY

__ 13. COURSE OUTLINE FROM INSTRUCTOR

__ 14. EVALUATIONS FROM INSTRUCTOR

__ 15. THANK YOU LETTER TO COMPANY

__ 16. BILLING MEMO TO BUSINESS OFFICE

the use of the evaluation form and the contact with the company.

ON CAMPUS PRESENTATIONS

Programs can be offered on campus to meet the needs of targeted audiences. Once these organizations or markets are identified, it is important to develop mailing lists and also to apply for any sponsorship approval that may be applicable.

There are certain professions which require continuing education in order to grant licenses. Attached is a sheet which gives some information that may be helpful in your area.

As an example of such targeted audiences, consider:

- Accountants
- Nursing Home Administrators
- Women's Business Owner's Conference
- The American Management Association has what they call an Extension Institute and a college can become affiliated and offer AMA courses on campus.
- Bankers
- Chamber of Commerce
- Industrial Management Clubs
- Real Estate Agents or those interested in becoming real estate agents
- Insurance agents
- Non profit organizations

It is important to network with your collegues and share ideas. There is no better feedback than that of someone who shares your goals and objectives - and problems and experiences.

You should coordinate with other College offices with which you deal and maintain a good relationship. Their cooperation - or lack of it! - can make or break your program!

- Maintenance
- AV
- Graphics
- Duplicating
- Food Services
- Records Office

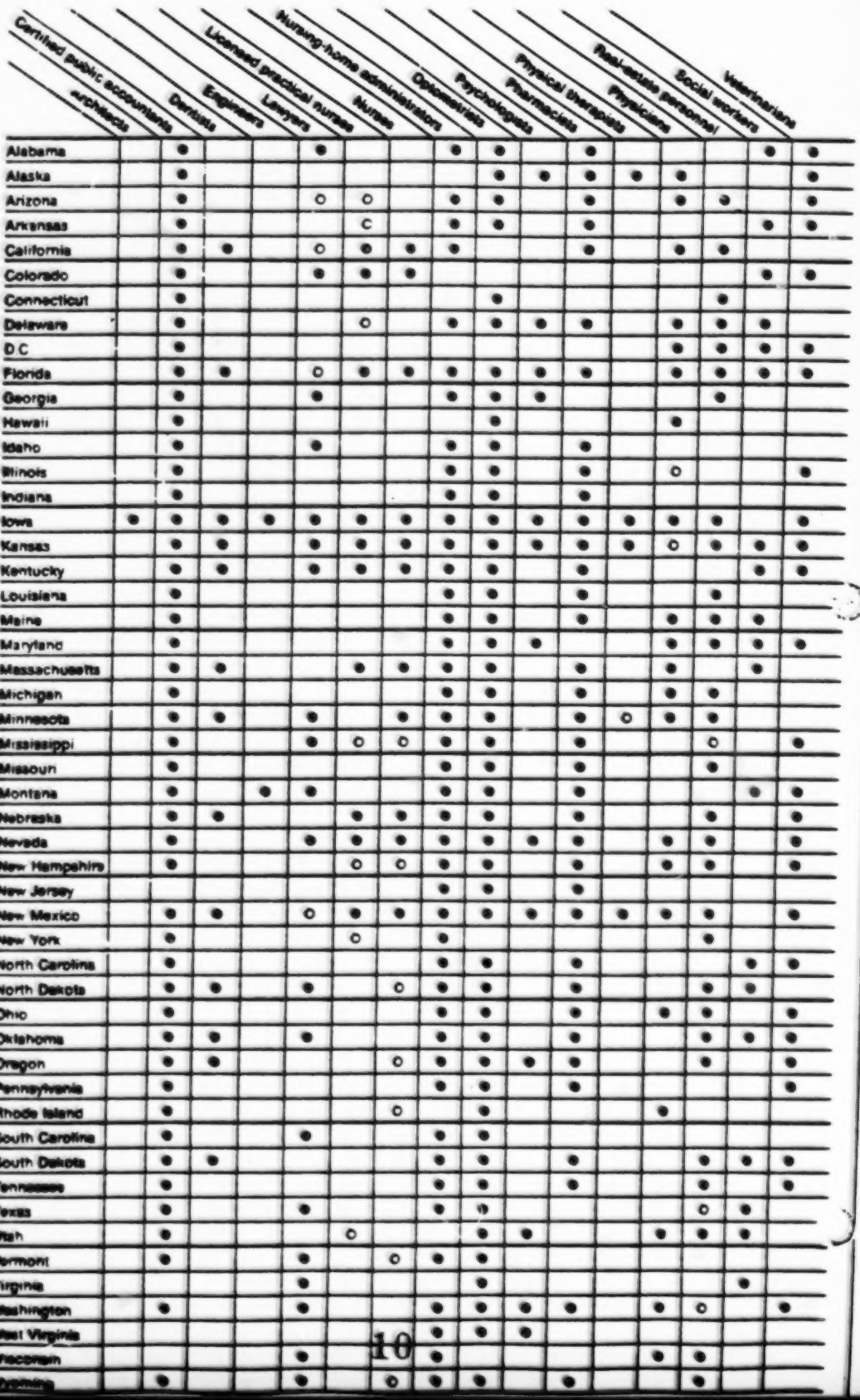
Don't lose sight of the fact that you get to deal with lots of varied people and provide a worthwhile service - Keep in mind that

THIS IS A FUN JOB!

● MANDATORY

○ LEGISLATION PENDING

State Requirements for Continuing Education for Professionals in 16 Fields



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